

Job Title: Digital Marketing Coordinator

Reports to: Sales Director

Location: John Packer Ltd, 141 Staplegrove Road, Taunton, TA2 6AF

Department: Marketing

Purpose of the role:

To develop John Packer Ltd's online brand for both the retail and trade strands of the business. Maintain both the www.johnpacker.co.uk and www.jpmusicalinstruments.com websites with a view to increasing online sales and brand awareness. Plan the launch and promotion of new JP Musical Instrument models.

Key Responsibilities:

Manage the johnpacker.co.uk e-commerce site with a view to increasing web sales. Upload new products, improve product listings, create blog content and troubleshoot technical issues. Plan and implement improvements to functionality and user experience.

Manage the jpmusicalinstruments.com website and oversee the development of new content including reviews, videos etc.

Maintain and develop marketing resources including catalogues, flyers, vouchers, banners etc to assist in the promotion of the JPMI brand.

Nurture a strong relationship with our 3rd party PPC partner to ensure maximum return on investment. Scrutinise monthly reports and provide support with content, data when necessary.

Oversee the launch of new products. Commission professional photography, prepare required marketing materials, and collate description, specification, prices etc.

Knowledge & Experience

Essential:

- Experience in a similar digital marketing role
- Experience of copywriting and graphic design in a professional capacity
- Good working knowledge of Photoshop and InDesign
- Experience of commissioning and sourcing photography
- Experience with website CMS systems
- Working knowledge of Pay Per Click (PPC) advertising, ideally Google Adwords

Desirable:

- Knowledge of Woodwind & Brass Instruments
- Basic knowledge of HTML
- Basic photography skills
- Knowledge of current SEO practices and tactics

Personal Qualities & Skills:

Personal qualities

Confident and diplomatic communicator
Confident to manage your own time and prioritise tasks
Flexible and adaptable
Excellent attention to detail
Excellent organisational skills
Ability to plan projects

Qualifications: Educated to a degree level or equivalent experience.

Salary: £20,000 – £23,000 negotiable dependant on experience

Contract type/length: Permanent

Hours of work: 40 hours per week, Monday to Friday 8.30am – 5pm with 30mins for lunch

Probationary period: 6 months

Notice period: 1 month

Holidays: 28 days per annum plus bank holidays, rising by 1 day per annum after 5 years. Capped at 33.

Produced by: Jon Machen

Date: April 2017